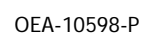


For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



## County Population

The population in Buffalo County increased from 2000 to 2004 but at a slower pace than in the nation and Wisconsin and ranked 57<sup>th</sup> fastest growing among the state's 72 counties. From 2000 to 2004 the population in Buffalo County increased 1.7 percent by adding 229 residents.

All but five of the county's 23 municipalities added residents and five of the ten largest municipalities out-paced the percent

### Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
<b>United States</b>	281,421,906	292,287,454	10,865,548	3.9%
<b>Wisconsin</b>	5,363,715	5,532,955	169,240	3.2%
<b>Buffalo County</b>	13,804	14,033	229	1.7%
<b>Largest Municipalities</b>				
Mondovi, City	2,634	2,688	54	2.1%
Buffalo, City	1,040	1,059	19	1.8%
Fountain City	983	1,000	17	1.7%
Alma, City	942	937	-5	-0.5%
Buffalo, Town	667	696	29	4.3%
Naples, Town	584	612	28	4.8%
Nelson, Town	586	592	6	1.0%
Waumandee, Town	515	529	14	2.7%
Milton, Town	517	525	8	1.5%
Dover, Town	484	489	5	1.0%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

increase of the county. The largest municipality, the City of Mondovi, added the most new residents. The municipalities adding the most new residents are adjacent to metropolitan areas in Wisconsin or adjacent to the Winona Minnesota area. They are attracting new residents who move to the county from other areas in addition to adding residents from natural causes (births minus deaths).

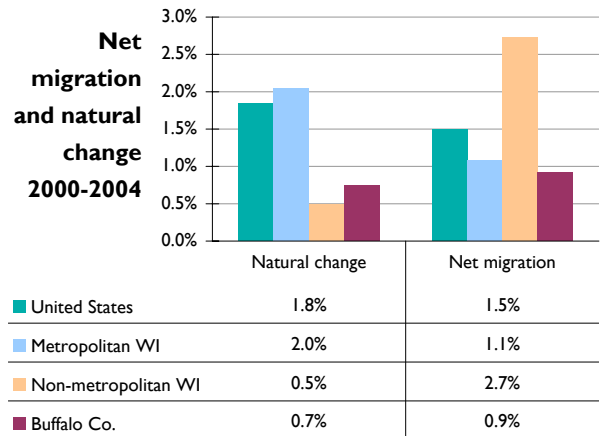
The increase in county population from migration, however, was only slightly greater than the increase attributed to natural causes. The migration rate in Buffalo County of 0.9 percent was less than the Wisconsin rate of 1.6 percent and the rate of other non-metropolitan counties in Wisconsin. Generally, migration to non-metropolitan is dominated by activity in counties adjacent to metropolitan areas and state borders.

In addition to the increase from migration the population increased from 2000 when the 585 births exceeded deaths by 102. The fertil-

ity rate (see glossary) in the county of 60.8 exceeds the state rate of 58.7 and is higher than some neighboring counties. However, in spite of recent births, the overwhelming trend in the county is still toward an older population.

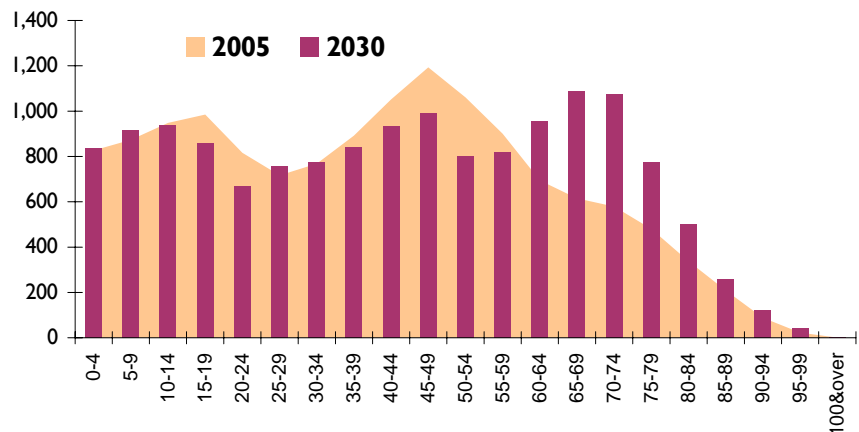
Roughly 22 percent of the population is currently over 60 years old but by 2030 that share expands to nearly 32 percent. In contrast, 32 percent of the current population is under 25 years old and that shrinks to 28 percent by 2030. The share of population in the middle age groups, 25 to 59 years old, will shrink from 47 to 40 percent. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers, currently 40 to 59 years old, rises above all other age groups and continues to dwarf other ages in the next 25 years.

The impact of an aging population is perhaps more obvious in terms of services that these older residents will



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

### Population by Age Groups in Buffalo County



Source: WI Dept. of Administration, Demographic Services

## Future Population and Labor Supply

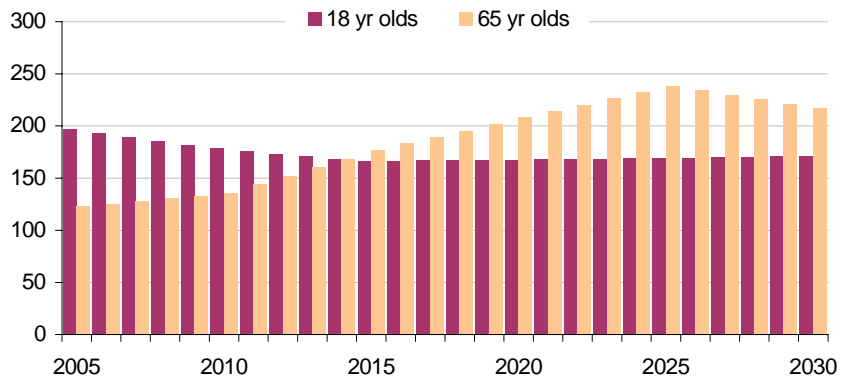
require. But it also impacts the availability of labor. Assuming that 65 years old represents an average age of retirement and that 18 years represents high school graduation then a plot of the number of these residents points to a time when the first group exceeds the second in number. That convergence occurs in 2014 in Buffalo County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 90 percent in Buffalo County. But, after 55 years the LFPR begins to drop and by 60 years it is nearing 52 percent. As the population ages the number of residents may increase but increases in the labor force will stall and by 2020 will decline. From 2010 to 2020 the population is projected to increase 3.7 percent while the labor force will decline 1.4 percent.

Although county population growth will slow it is not projected to decline during the projection period. However, because a greater share of the population will be over 50 years old, an age when labor force participation drops off, the size of the labor force is projected to decline. The three columns in the chart on the right illustrate labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections and the smaller sections on the bottom.

This projection uses national assumptions that included a

**Convergence of 18 & 65 year old population in Buffalo County**

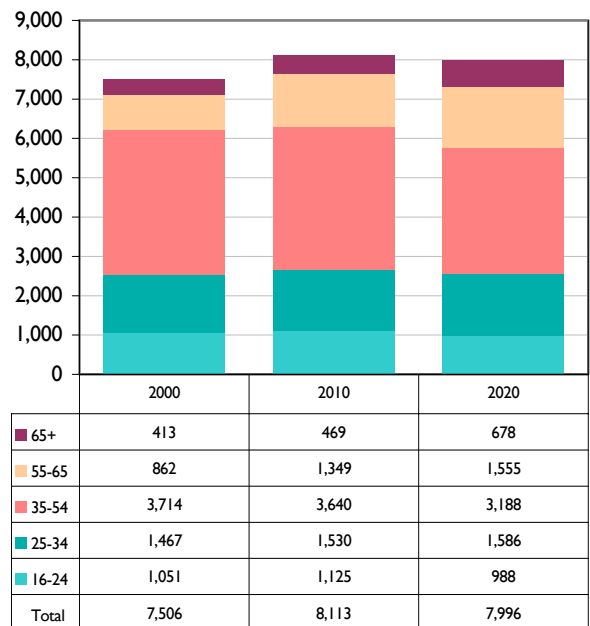


Source: WI Dept. of Administration, Demographic Services

slight increase in the participation rates of older residents but did not factor in the lower participation rates of white residents; and, the population in Buffalo County is 98 percent white.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands change in the types of goods and services provided in local communities.

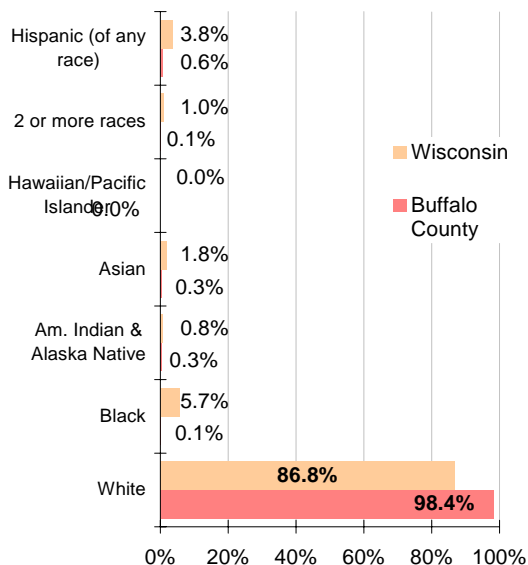
**Buffalo County Labor Force Projections by Age**



Decade change	7.2%	8.1%	-1.4%
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Source: DWD, Office of Economic Advisors, August 2004

**Race and ethnic distribution**



Source: U.S. Census Population Characteristics Estimates, 2002

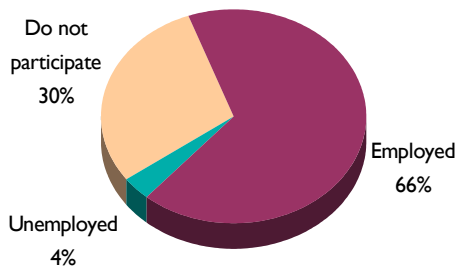
## Current Labor Force

Labor force participation represents the share of population that is 16 years old and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Buffalo County the participation rate was 70.5 percent. That means that 30 percent of the population 16 years old and older did not participate. That includes some students and individuals who choose not to work including retirees. As

fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Buffalo County in 2003 was five percent compared to a 13.2 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

**Labor force participation in Buffalo County**

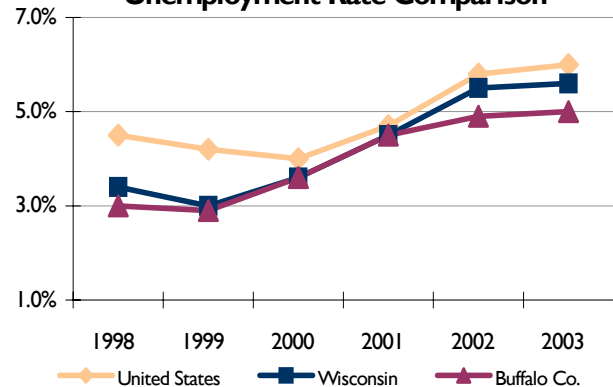


Source: DWD, Office of Economic Advisors, July 2004

the population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were

**Unemployment Rate Comparison**



**Buffalo County Civilian Labor Force Data**

	1998	1999	2000	2001	2002	2003
Labor Force	8,003	7,735	7,617	7,671	7,662	7,660
Employed	7,759	7,509	7,339	7,323	7,286	7,274
Unemployed	244	226	278	348	376	386
Unemployment Rate	3.0%	2.9%	3.6%	4.5%	4.9%	5.0%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

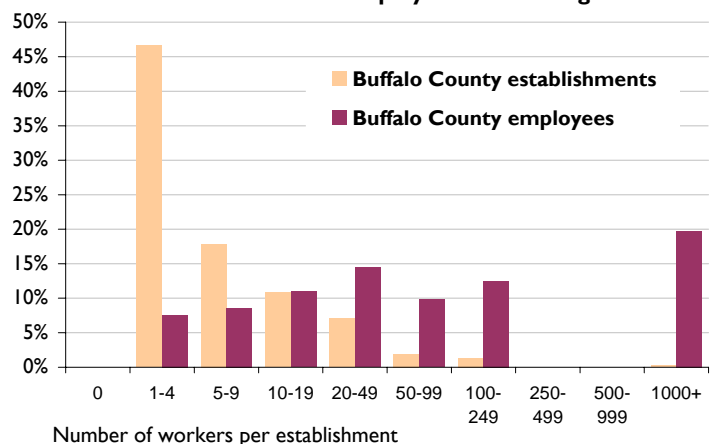
## Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. In Buffalo County, roughly 20 percent of the 5,070 jobs are with employers with 250 or more workers.

In contrast, 27 percent of the jobs in Buffalo County are with employers with fewer than 20 workers compared with 27 percent in the nation and 22 percent in Wisconsin. Employers with fewer than 20 workers comprise 89 percent of all employers in the county, compared with 80 percent in the United States and 85 percent in Wisconsin.

The average employer in Buffalo County has 14 employees, compared with 17 employees in Wisconsin and 13 in the United States.

**Share of establishments & employees in size range in 2003**



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

## Industry & employers by size

Examination of a county's labor market from the demand (employer) side of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common that services-providing industries are the sectors

showing the largest and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, manufacturing industries, may still show a large presence in terms of total employment, but they may likely show a loss of employment over these timeframes. It is also common that many counties traditionally heavy in goods-producing employment now have services-providers, particularly health and education services, as their larger employers and industry sectors.

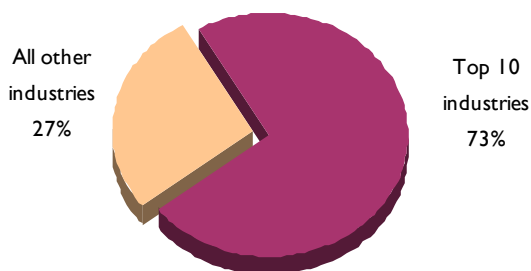
### Top 10 Industries in Buffalo County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Truck transportation	suppressed	suppressed	not avail.	not avail.
Educational services	4	439	-13	-12
Food services & drinking places	36	270	-47	-44
Nursing & residential care facilities	4	210	-17	-17
Ambulatory health care services	17	194	-6	9
Food manufacturing	6	185	-12	-1
Executive, legislative, & gen government	22	149	10	2
Professional & technical services	20	144	-28	-28
Social assistance	4	129	16	35
Utilities	suppressed	suppressed	not avail.	not avail.

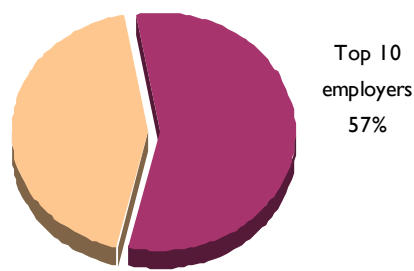
### Top 10 Employers in Buffalo County

Establishment	Product or Service	Size (Dec. 2003)
Marten Transport, Ltd.	General freight trucking, long-distance TL	Over 999 employees
Mondovi Public School	Elementary and secondary schools	100-249 employees
Cochrane-Fountain City Public School	Elementary and secondary schools	100-249 employees
County of Buffalo	Executive and legislative offices, combined	100-249 employees
American Lutheran Homes Inc.	Nursing care facilities	100-249 employees
Dairyland Power Coop.	Fossil fuel electric power generation	100-249 employees
Midwest Dental Care Mondovi Inc.	Offices of dentists	50-99 employees
La Crosse Milling Co.	Other animal food manufacturing	50-99 employees
School District of Alma	Elementary and secondary schools	50-99 employees
US Army Corps of Engineers	Engineering services	50-99 employees

Share of jobs in top 10 industries in Buffalo County



Share of Buffalo County jobs with top 10 employers

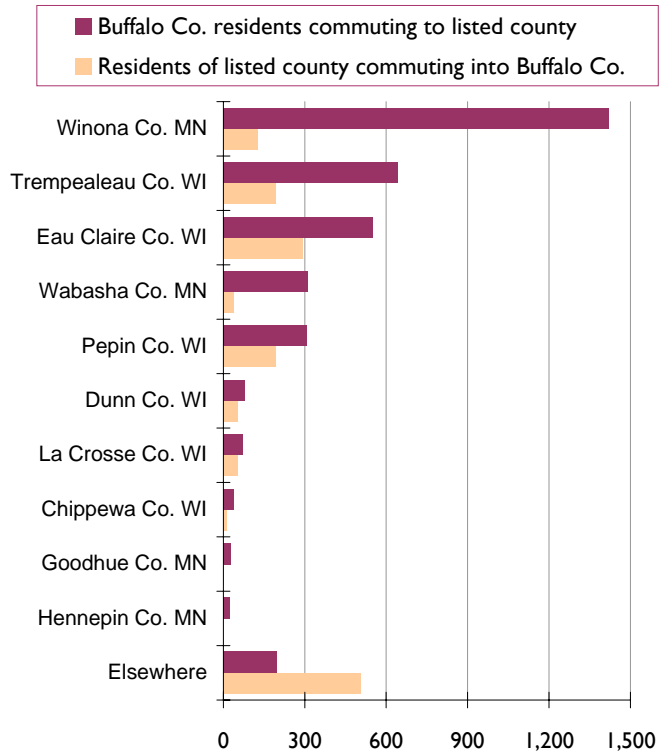


## Commuting

According to Census 2000, 73 percent of Buffalo County residents drive to work alone and 10 percent carpool. The average time it took Buffalo County residents to get to work increased between the 1990 and 2000 from 19.9 minutes to 24.4 minutes, respectively. Since the Mississippi River separates Buffalo County and Minnesota, commuter routes are limited to two highways that cross the river into Minnesota. These are Highway 54, to the City of Winona, Minnesota and Highway 25 to the City of Wabasha, Minnesota. As commuting across the river for work increases, these roadways will become more congested during rush hour commutes, further increasing commute-to-work times in Buffalo County.

The number of workers who travel to Minnesota for jobs increased from 1,331 in the 1990 Census to over 1,600 in Census 2000. Several reasons exist for workers to commute to jobs in Winona including wages that are higher than in Western Wisconsin and more opportunities to work in management/professional positions.

Also, there are few manufacturing jobs in Buffalo County so workers interested in production are attracted to those jobs in Trempealeau county. Over 640 Buffalo County residents commute to jobs in Trempealeau County and another 550 travel to jobs in Eau Claire County.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

## Key occupations & wages

Buffalo County shares some job characteristics with neighboring counties and those similarities were used to form a 'labor supply area' with at least 40,000 jobs. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 31,400 jobs, or 37 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50<sup>th</sup> percentile) hourly wage, probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight. Eleven of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list that typically require only moderate to long-term training periods and have a mean wage that exceeds \$11/hour. Four of the occupations typically require college degrees and offer much higher wages.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 <sup>th</sup>	50 <sup>th</sup>	75 <sup>th</sup>
Truck drivers, heavy & tractor-trailer	\$22.58	\$16.30	\$23.73	\$27.76
Retail salespersons	\$9.70	\$6.94	\$8.36	\$10.80
Cashiers	\$7.52	\$6.33	\$7.24	\$8.44
Team assemblers	\$11.65	\$9.73	\$11.75	\$13.38
Comb. food prep. & serving workers (fast food)	\$7.38	\$6.20	\$7.13	\$8.31
Nursing aides, orderlies, & attendants	\$10.12	\$9.05	\$10.09	\$11.15
Waiters & waitresses	\$8.05	\$6.07	\$6.89	\$8.71
Janitors & cleaners, except maids & hskpg. cleaners	\$10.56	\$8.71	\$10.54	\$12.46
Bookkeeping, accounting, & auditing clerks	\$12.23	\$9.75	\$12.02	\$14.44
Office clerks, general	\$10.28	\$8.00	\$10.28	\$12.39
Secretaries, except legal, medical, & executive	\$11.74	\$9.99	\$11.79	\$13.49
Stock clerks & order fillers	\$10.18	\$7.74	\$10.39	\$12.25
Elem. school teachers, except special ed.	-	-	-	-
Registered nurses	\$23.55	\$19.41	\$22.19	\$26.01
Sec. school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Carpenters	\$15.55	\$12.67	\$15.35	\$17.50
Laborers & freight, stock, & material movers, hand	\$10.51	\$8.15	\$10.09	\$12.47
Bartenders	\$8.58	\$7.00	\$7.77	\$8.58
General & operations managers	\$38.59	\$22.87	\$32.53	\$47.57

Buffalo County is part of an area which includes Buffalo, Dunn, Pepin, Pierce, Polk, St. Croix and Trempealeau counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

## Employment and Wages

From 2002 to 2003 Buffalo County's total payroll employment increased by 137 jobs or 2.8 percent and Wisconsin's fell 0.2 percent. The largest increase in employment occurred in the trade, transportation, and utilities group with the addition of 163 jobs. The annual average wage in this group of \$39,857 is second highest in the county; nearly half of all workers working in Buffalo County work in this industry. The Buffalo County average annual wage in transportation is also much higher than the average wage in that industry statewide as is the average wage for work in the professional and business services industry in Buffalo. Both industries help raise the average annual wage for all work in the county to \$31,384.

The lowest average annual wage in leisure & hospitality of \$7,169 is paid to four percent of the workers in the county and is only 60 percent of wages for similar work in the state.

Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and

seasonal or temporary employment.

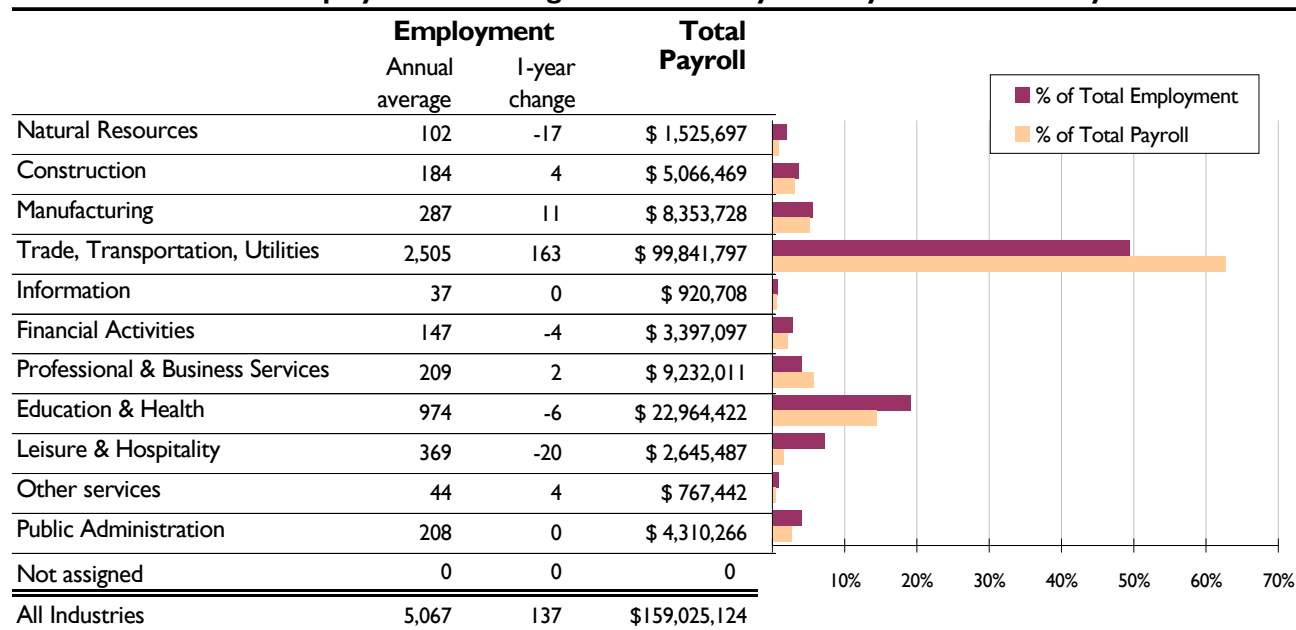
The distribution of total payroll and employment for the major industry groups in Buffalo County is detailed in the chart below. The trade, transportation and utilities group accounts for nearly 63 percent of payroll from all employers in the county. The second highest payroll, from education and health services employers, which in this case includes public education, comprises 14 percent of all payroll and is paid to 19 percent of the workers in the county.

### Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Buffalo County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 31,384	93.9%	4.1%
Natural resources	\$ 25,723	\$ 14,958	58.2%	0.1%
Construction	\$ 40,228	\$ 27,535	68.4%	3.4%
Manufacturing	\$ 42,013	\$ 29,107	69.3%	4.5%
Trade, Transportation, Utilities	\$ 28,896	\$ 39,857	137.9%	3.1%
Information	\$ 39,175	\$ 24,884	63.5%	1.5%
Financial activities	\$ 42,946	\$ 23,110	53.8%	2.9%
Professional & Business Services	\$ 38,076	\$ 44,172	116.0%	6.8%
Education & Health	\$ 35,045	\$ 23,577	67.3%	0.2%
Leisure & Hospitality	\$ 12,002	\$ 7,169	59.7%	0.6%
Other services	\$ 19,710	\$ 17,442	88.5%	2.2%
Public Administration	\$ 35,689	\$ 20,722	58.1%	-3.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

### 2003 Employment and Wage Distribution by Industry in Buffalo County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

## Per Capita Personal Income

Per capita personal income (see glossary) increased 1.9 percent in Buffalo County in 2002, a faster growth rate than the United States, but slower than Wisconsin's and other non-metropolitan counties in the state. Buffalo County's PCPI is 97 percent of PCPI in Wisconsin and 94 percent of the national PCPI. It ranks 19<sup>th</sup> out of 72 counties in Wisconsin.

The greatest share of county total personal income is net earnings of county residents' from jobs (job may be located in or out of the county), self-employment and proprietorships. Even though annual average wages are near wages in Wisconsin, the share of total personal income from net earnings

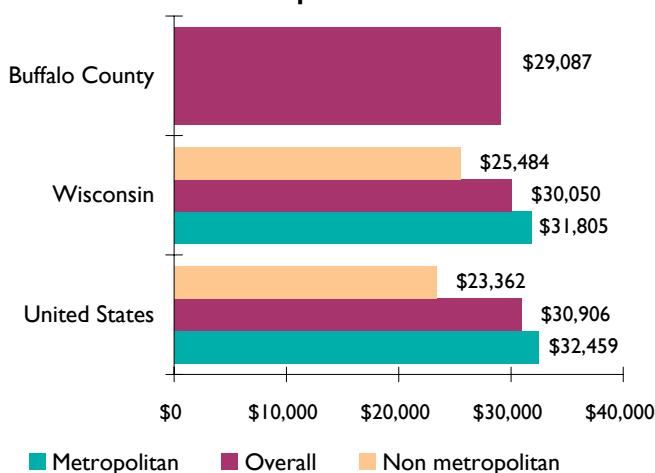
of 66 percent in Buffalo County is below the 68 percent of both the state and nation. In contrast transfer payments comprise a larger share of PCPI in Buffalo County. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

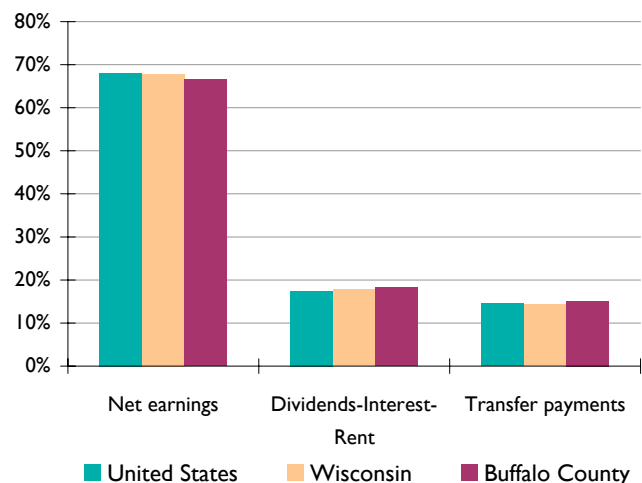
	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Buffalo County	\$22,198	\$24,819	\$25,903	\$27,229	\$28,533	\$29,087	1.9%	31.0%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Buffalo County	\$24,881	\$27,392	\$27,971	\$28,446	\$28,984	\$29,087	0.4%	16.9%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004

2002 Per Capita Personal Income



Components of Total Personal Income: 2002



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The regional contact for additional labor market information is:

Bill Brockmiller  
405 North 8th St.  
La Crosse, WI 54601  
Phone: 608-785-9337  
email: William.Brockmiller@dwd.state.wi.us

**Metropolitan Statistical Area (MSA)** - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

**Non-metropolitan county** - Any county that is not a member of a metropolitan statistical area.

**Net Migration** - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

**Natural Change** - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

**Employed** - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

**Unemployed** - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

**Labor Force** - The sum of the employed and unemployed, whom are at least 16 years of age and older.

**Unemployment Rate** - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

**Labor Force Participation Rate (LFPR)** - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

**Suppressed** - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

**Total Personal Income** - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

**Per Capita Personal Income (PCPI)** - Total personal income divided by the total population.

**Current Dollars** - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

**CPI-U** - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.